

# Business Plan Outline

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Prepare a Business Plan of any small business that is related to the tourism sector of Bangladesh.

There are many tourism spots in Bangladesh, however there are not many businesses that are attracting tourists from different parts of the world. Your task is to prepare a Business Plan on any small business, which is related to tourism and would help to develop the tourism sector in Bangladesh.

The following pages provide a suggested outline of the material to be included in your business plan. Your final plan may vary according to your specific needs or individual requirements. Please remember grade will depend on how you have designed the report and whether you have followed the techniques taught in class or not. Grade will not depend on the type of business or whether it is feasible or not. However, creativity and innovativeness will be highly appreciated.

## 1. Prefatory Part

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### **1.1. Cover Sheet**

### **1.2. Table of Contents**

### **1.3. Letter of Transmittal**

### **1.4. Acknowledgement**

### **1.5. Executive Summary**

The executive summary is the abstract of your business plan. It summarizes the content and purpose of your finished plan, covering all of the key points.

- Your Company (introductory overview - who, what, where it is and why it is unique)
- Market Opportunity (opportunities your company is positioned to take advantage of)
- Management
- Competitors
- Your Company's Competitive Advantages

## 2. Contents

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## 3. Body

### **3.1. The Organizational Plan**

Summary descriptions of the business in a paragraph or two give a broad overview of the nature of your business.

### **3.2. Products or Services**

- **If you are the manufacturer and/or wholesale distributor of a product:** Describe your products. Tell briefly about your manufacturing process.
- **If you are a retailer and/or an e-tailer:** Describe the products you sell. Include information about your sources
- **If you provide a service:** Describe your services List future products or services you plan to provide.

### **3.3. Administrative Plan**

#### **3.3.1. Location**

- Describe your projected location.

#### **3.3.2. Management**

- List the people who will be running the business.
- Describe their responsibilities and abilities.

#### **3.3.3. Personnel**

- How many employees will you have in what positions?
- What will their job description be?

### **3.4. The Marketing Plan**

- Target Market
- Competition
- Market Trends (identify customer trends)
- Method of Sales and Distribution (stores, offices, kiosks, catalogs, d/mail, website)
- Pricing
- Advertising Strategies (traditional, using social media, direct sales, direct mail, email, affiliate, reciprocal, and viral marketing)
- Public Relations (online presence, events, press releases, interviews)

### **3.5. Financial Plan**

#### **3.5.1. Cost**

- Initial Investment
  - Location Cost
  - Equipment Cost
  - Etc.

- Fixed Cost
  - Employee Salary
  - Rent & Utility Bills
  - Maintenance Cost
  - Etc.
- Variable Cost
  - Any cost associated with the production/service

### **3.5.2. Revenue**

Project a one-month average revenue

### **3.6. Environmental Strategy**

All the businesses related to tourism are very much attached to the environment. Preserving the environment or having some sort of environmental strategy will help the businesses to sustain in the long run. Prepare an effective environment strategy for this business plan, which is related to your business and is feasible given your profitability.

### **3.7. Conclusion**

Summarize the whole plan here.

## **4. Supplementary Part**

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### **4.1. Appendix**

(If required provide additional information in this area)

### **4.2. Bibliography**

(Try to provide around 3 to 5 references)

(Bovee & Thill, 2011)

(Wikipedia, 2012)

## 5. Bibliography

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Bovee, C. L., & Thill, J. V. (2011). *Business Communication Today*. New Jearsy: Pearson.

Wikipedia. (2012, July 8). *Report*. Retrieved July 23, 2012, from Wikipedia:  
[http://en.wikipedia.org/wiki/Report#Report\\_Writing](http://en.wikipedia.org/wiki/Report#Report_Writing)

GOOD LUCK

Business Plan Outline, MT